U.S. General Services Administration

Task Order Request (TOR)
Solicitation Number 47QTCB20R0009
Task Order Number: 47QTCB20F0016

Issued Under:

The 8(a) Streamlined Technology Application Resource for Services (STARS) II Governmentwide Acquisition Contract (GWAC)

For:

Information Technology Category Business Intelligence Support for the General Services Administration (GSA) Federal Acquisition Service (FAS)

Ordering Information

In conjunction with 8(a) STARS II Contract the General Services Administration (GSA) is using procedures set forth in Federal Acquisition Regulation (FAR) Part 12 and Subpart 19.8 in placing this Contract for services.

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A. AWARD/CONTRACT FORM

A completed (signed and dated) Standard Form 1449 is used to document a proposal under this TOR.

End of Section A

B. SUPPLIES OR SERVICES AND PRICES

This is a Performance Based Service Contract to perform IT Governmentwide Category Management Program Support (on Government site) non-personal, issued on a Time and Materials (T&M) term contract basis.

Work shall be performed in accordance with all sections of this contract and the Government requests all available discounts on services offered by the Contractor. Applicable period of performance and Contract Line Item Numbers (CLINs) are as follows:

Base Period – Fiscal Year (FY) 2020 (January 1, 2020 through March 31, 2020)

CLIN	Description of Services	Quantity	Unit	Unit Price	Not to Exceed Amount
0001	Base Period	3	U.S. Dollars/Month		
0002	Contract Access Fee	3	U.S. Dollars/Month		

Option Period One –FY2020 (April 1, 2020 through June 30, 2020)

CLIN	Description of Services	Quantity	Unit	Unit Price	Not to Exceed Amount
1001	Option Period 1	3	U.S. Dollars/Month		
1002	Contract Access Fee	3	U.S. Dollars/Month		

Option Period Two – FY2020 (July 1, 2020 through September 30, 2020)

CLIN	Description of Services	Quantity	Unit	Unit Price	Not to Exceed Amount
2001	Option Period 2	3	U.S. Dollars/Month		
2002	Contract Access Fee	3	U.S. Dollars/Month		

Option Period Three – FY2021 (October 1, 2020 through December 31, 2020)

CLIN	Description of Services	Quantity	Unit	Unit Price	Not to Exceed Amount
3001	Option Period 3	3	U.S. Dollars/Month		
3002	Contract Access Fee	3	U.S. Dollars/Month		

Option Period Four – FY2021 (January 1, 2021 through March 31, 2021)

CLIN	Description of Services	Quantity	Unit	Unit Price	Not to Exceed Amount
4001	Option Period 4	3	U.S. Dollars/Month		
4002	Contract Access Fee	3	U.S. Dollars/Month		

Option Period Five – FY2021 (April 1, 2021 through June 30, 2021)

CLIN	Description of Services	Quantity	Unit	Unit Price	Not to Exceed Amount
5001	Option Period 5	3	U.S. Dollars/Month		
5002	Contract Access Fee	3	U.S. Dollars/Month		

Option Period Six – FY2021 (July 1, 2021 through September 30, 2021)

CLIN	Description of Services	Quantity	Unit	Unit Price	Not to Exceed Amount
6001	Option Period 4	3	U.S. Dollars/Month		
6002	Contract Access Fee	3	U.S. Dollars/Month		

Option Period Seven – FY2022 (October 1, 2021 through December 30, 2021)

CLIN	Description of Services	Quantity	Unit	Unit Price	Not to Exceed Amount
7001	Option Period 4	3	U.S. Dollars/Month		
7002	Contract Access Fee	3	U.S. Dollars/Month		

EXERCISE OF OPTIONAL CLIN

The Government reserves the unilateral right to exercise the optional tasks defined in PWS Section C. The optional tasks will be invoked through award of a task order modification issued by the Contracting Officer. Options may be invoked, in whole or in part, at the discretion of the Government. The Contractor will be provided 10-days from time of option exercise to staff positions.

Optional CLIN

CLIN	Description of Services	Quantity	Unit	Unit Price	Not to Exceed Amount
8001	Optional Task for Section 1.1 with Period of performance from January 1, 2020 through December 31, 20222. This CLIN will be authorized and funded by a unilateral modification. Government estimated the labor categories	6000	Labor Hour	$	
8002	Contract Access Fee				

Price Summary

Period	Time and Materials Labor	Contract Access Fee (CAF)	T&M Labor plus CAF
Base	$	$	$
Option 1	$	$	$
Option 2	$	$	$
Option 3	$	$	$
Option 4	$	$	$
Option 5	$	$	$
Option 6	$	$	$
Option 7	$	$	$
Total Base plus Options	$	$	$

Price Summary for Optional CLINs

Period	Firm Fixed Price (FFP) Labor	Contract Access Fee (CAF)	FFP Labor plus CAF
CLIN 8001	$	$	$
Total	$	$	$

End of Section B

C. DESCRIPTION/SPECIFICATIONS

1.0 **BACKGROUND**:

The General Services Administration (GSA) Federal Acquisition Service (FAS) manages numerous IT Government-wide Category Management (CM) objectives to meeting the execution of Office of Management and Budget (OMB) acquisition program. The IT Gov-wide CM objectives are intended to drive spend under management, increase acquisition efficiency, and improve the delivery of IT goods and services. There are supporting program initiatives that support the program objectives to include the designation and operationalization of Gov-wide Best-in-Class contract vehicles, the development of acquisition and spend business intelligence tools, and category management policy execution.

2.0 SCOPE:

ITC Category Management Support includes:

- Provide data management capabilities, with the utilization of GSA's approved Amazon Web Services (AWS), Open Source and SQL suite of tools for Enterprise Architecture and Data Warehousing. Establish a centralized warehouse infrastructure for all acquired and collected disparate data sets.
- Provide automated data normalization and standardization capabilities, with the utilization of AWS, R and Python code and SQL suite of tools, to facilitate for the ingest, transformation of collected disparate data to the loading of generated table/view outputs into the established central Data Warehouse.
- Utilization of visualization tools to develop and maintain requirements driven dashboards for government wide use, such as the Opportunity Analysis Dashboard, Agency Profile Reports (APR) and IT Acquisition Analytics. Provide dynamic data analytics reporting that supports ITC's ability to establish access to best value IT & Telecommunications products, services and solutions across all government agency contract and spend information.
- Provide web access to reports and dashboards to Government, FAS ITC designees, ITC Gov-wide suppliers, and other stakeholders for decision making and planning purposes.
- Develop, design, maintain reports and dashboards with analytical services and improvements, as needed, for execution OMB policy and category management best practices, while leveraging the government Data to Decisions platform.
- Provide security services to safeguard the market research, customer, and vendor data in accordance with federal government security requirements.

2.1 TASKS

2.1.1 General Requirements

The contractor shall comply with the following general requirements:

- **Non-Disclosure Agreement** - All employees assigned to this task must sign a GSA non-disclosure agreement (NDA) prior to being granted access to work on the system, as depicted in Section 7.6 Organizational Conflict of Interest and Non-Disclosure Requirements.
- **Program Workflow** – Design and document program work flows as required. Specifically, design, document and maintain program workflows to include the enterprise architecture, data ingest via the TSC portal and internal data standardization, normalization and enhancements utilizing GSA approved tools, PDI, AWS, Python and R. This will include a workflow for the Business Intelligence model and utilization of the Data Analytic tools.
- **Gov-wide Event Preparation** – Develop appropriate presentation material to support Gov-wide events to include Data Summits, Tool Demos and reporting capability of working groups, data workshops, and policy information sessions.
- **Program Management** – Development of dashboards and reports to satisfy client requirements:
    1. Develop ITC FAS Opportunity Analysis
    2. Develop Case vs Customer Engagement Division (CED) Opportunity integration Analysis
    3. Update existing Dashboards with Business Intelligence
    4. Edits to and refinement of IT Acquisition Analytics Dashboards
    5. Establish new requirements for new boards
    6. Perform Opportunity Analysis Report development sessions
    7. Conduct monthly program reviews, within 10 days of the end of the previous month, to update the Government on cost/schedule performance and project status.

- **Acquisition and Spend Analytics** - The contractor shall develop, and design deploy and maintain dashboards in Tableau, in addition to the utilization analytical tools that will facilitate the implementation of category management policy and best practices.

2.1.2 Category Management Business Analytics

The contractor will utilize GSA approved suite of tools to include AWS platform and Open Source tools to leverage the development, database, and visualization for FAS ITC Analytics according to the details below.

The contractor shall leverage a suite of development, database, and visualization suite of tools to analyze and efficiently manage a competitive marketplace among multiple vendors on behalf of Federal agencies (customers) using Category Management principles and practices.

- The contractor will establish ITC requirements for the data warehouse enterprise in conjunction with the current government wide data schema diagrams and tables for reports and dashboards analytics. The contractor will also facilitate the creation of new tables to stage category acquisition data collected from the solutions and agencies.
- Analyze and develop data schema diagrams, descriptions and documentation for relevant Category Management acquisition information, business intelligence analytics resources, reporting and visualization of results in dashboards and displays.

- The contractor will utilize SQL tools to query received data from government stakeholders including schedules and GWACs, thereafter storing the data in an S3 bucket and staging it in Redshift in preparation for analytics visualizations characterized by category. Provide data structures and analytics capabilities to receive, assess and visualize relevant data, including but not limited to data on Multiple Award Schedule (MAS), GWAC, and non-GSA contracts and contract holders; agency buyers and contract awards; and business volume characterized by category.
- Additional Category Management Business Intelligence Analytics Requirements

  1. Capability to capture and perform analysis on IT Category Management transactional data being collected by Gov-wide IT category management team, including but not limited to:

     a) Pricing Data, e.g., Contract Price (per unit), Award Price (per unit), Quantity of Items Sold, Unit of Measure, and Total Price

     b) Product Data, e.g., OEM Name, Vendor Name, Vendor DUNS Number, SKU/Parts Number, and Description of Deliverable

     c) Data File Information, e.g., Savings Methodology, Latest File Received, Data Range of Data Received, Data Transfer Method, and Frequency of Update

     d) Award Data, e.g., Award Vehicle, Contract Number (IDVPIID or PIID), Order Award (AWARD PIID), Order/Award Date, Funding Department, and Number of Bids

- The contractor will design, develop and maintain a process flow utilizing GSA approved suite of tools to include AWS platform and Open Source tools to manage the full life cycle of transactional pricing data collected from stakeholders, process this data and make it available back to stakeholders with added value.
- The contractor shall have the capability to retrieve, analyze and store current and future category and price information for contract usage across vendors and/or government buyers. Additionally, retrieval and analysis of Official List Price (OLP) and associated discount class parameters. Display results so that information is easily made by Category Management leadership.
- The contractor will develop, design and maintain Tableau reports and dashboards to allow for specific filtering with respect to sub-category elements and prices across contractors namely the Agency Profile Report and the IT Acquisition Analytics dashboard. The contractor shall possess the capability to search voluminous data for sub-category elements and obtain prices across multiple contractors.
- Accept and display contractor awarded catalog and labor hour prices with product/service descriptions and search capabilities for comparison.
- Allow users to make selections using drop-down lists, radio buttons, check boxes, etc.as appropriate. This selection process ensures that data is valid and minimizes the amount of typing by the user.
- Provide standard and customized reports which can be saved and downloaded in formats to be specified and coordinated with Federal Government Agencies (e.g., CSV and MS Office Suite)
- The contractor will develop, design and maintain Tableau reports and dashboards to provide views that display prices in logical groupings (e.g., by location and by service type).

- The contractor will develop , design and maintain Tableau reports and dashboards to allow for targeted analysis that is useful in providing actionable intelligence for acquisition and contracting activities presented in a digestible way, namely the Opportunity Analysis Dashboard, Agency Profile Report and the IT Acquisition Analytics dashboard for utilization by the Federal Government Agencies and other stakeholders. Provide customized Dynamic Dashboarding Capability to display business intelligence in a form easily tracked and understood by Federal Government Agencies, BIC designees, and other stakeholders.

2.1.3 Category Management Business Intelligence Operations and Management

The contractor shall provide Category Management Business Intelligence Analytics according to AcquServe best practice and the following specific requirements.

- Contracts Module – A document repository portal to store contract and task order files.
- Analytics Reporting Repository to create searchable historical record of business intelligence created.
- Dynamic dashboards and/or other visualization capabilities to present results for use by Gov-wide IT Category Management leadership.
- Discussion Tool – Portal for IT Gov-wide CM to initiate discussions with contractors that automatically tracks and manages the exchanges.
- The contractor will carry out data cleansing and structuring using SQL and open source tools (namely R language) to achieve standardization across the data and allow for analytics that can produce actionable trends.
- User Account Management – authentication of users and providing access based on the user roles.

2.1.4 Additional Category Management Business Intelligence Analytics Requirements

The contractor shall provide the following capabilities to support business intelligence analytics.

- The contractor will design and develop a process to query and harvest market intelligence data that can be fused into collected agency specific data sets and utilized for reporting.
- The contractor will design, develop and maintain a process using the current data warehousing structure on AWS, SQL and open source tools to manage contracting data related to purchase categorization, price data collection and analytics.
- Contract, task order, awardee, purchase categorization and price data analysis results presentation and reporting capability.
- Users selection of data for custom analyses using drop-down lists, radio buttons, checkboxes, etc as appropriate. This selection process ensures that data is valid and minimizes the amount of typing by the user.
- Role based user access control. Grant access to a variety of users (public, agency, GSA super user, etc.) with two factor authentications.

- The contractor will develop standardized and customized reports in Tableau which can be downloaded in any requested format by GSA to include PDF files and Excel workbooks for the users. Standard and customized reports which can be saved and downloaded in formats to be specified by GSA (e.g., CSV and MS Office Suite)